

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)**

Serial Number	10/798,153
Confirmation Number	5548
Filing Date	03/10 2004
Title of Application	Targeted Advertising Based on Consumer Purchasing Data
First Named Inventor	Edward A. Ludvig
Assignee	Microsoft Corporation
Group Art Unit	2427
Examiner	Mark P. Stanley
Attorney Docket Number	MS1-1829US
Nature of the Office Communication to which this is responding	Non-Final Office Action
Date of the Office Communication	03/03/2009
Nature of this Document	Response to Non-Final Office Action

To: Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

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Fees will be paid by credit card through the EFS Web; however the Commissioner is hereby authorized to charge any deficiency of fees and credit any overpayments to Deposit Account Number 12-0769.

**INTRODUCTORY COMMENTS**

This communication is responsive to the Office Action dated March 3, 2009.

**Amendments to the Claims** begin on page 3 of this document.

**Remarks** begin on page 14 of this document.

## **CLAIM AMENDMENTS**

### **Claim Amendment Summary**

#### **Claims pending**

- Before this Amendment: Claims 1, 2, 4-22 and 24-28.
- After this Amendment: Claims 1, 2, 4-22 and 24-31

**Non-Elected, Canceled, or Withdrawn claims:** None

**Amended claims:** 12 and 18

**New claims:** 29-31

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